

We Claim:

1. A method for evaluating the compliance of an agent reading a script to a client comprising the steps of:

conducting a voice interaction between an agent and a client wherein the
5 agent follows a script, and
evaluating the voice interaction with an automatic speech recognition component adapted to analyze the voice interaction and determine whether the agent has adequately followed the script.

10 2. The script compliance method of claim 1 wherein said agent is a telemarketing agent.

3. The script compliance method of claim 2 wherein said script includes an offer of goods or services.

4. The script compliance method of claim 1 wherein said voice interaction is carried on a communications network.

15 5. The script compliance method of claim 4 wherein said communications network is a publicly switched telephone network (PSTN).

6. The script compliance method of claim 4 wherein said communications network is the internet.

7. The script compliance method of claim 4 wherein said communications
5 network includes a wireless component.

8. The script compliance method of claim 4, wherein said voice interaction is a telephone call.

10 9. The script compliance method of claim 8, wherein said telephone call is initiated by said client.

10. The script compliance method of claim 1 wherein said evaluating step includes the steps of:

15 converting said voice interaction into a digital signal comprising a spectral representation of said voice interaction,

comparing said digital signal to a reference standard comprising a known vocabulary, and

20 matching said digital signal to words and phrases contained in said reference standard.

11. The script compliance method of claim 1 comprising the further step of:
performing an action based upon a determination obtained from said
evaluating step.

5 12. The script compliance method of claim 11, wherein said performing an
action step comprises transmitting a signal to said agent corresponding to said
determination.

10 13. The script compliance method of claim 11, wherein said performing an
action step comprises transmitting a signal to a reviewing authority corresponding to said
determination.

14. The script compliance method of claim 11, wherein said performing an
action step comprises causing an entry to be made in a script compliance incentive system.

15 15. The script compliance method of claim 1 comprising the further step of:
reviewing the determination of whether the agent has adequately followed
the script.

20 16. The script compliance method of claim 15, wherein said determination of
whether the agent has adequately followed the script is a score assigned by the automatic
speech recognition component.

17. The script compliance method of claim 16, wherein the voice interaction comprises a plurality of panels and a score is assigned to each panel by the automatic speech recognition component.

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18. A system for evaluating the compliance of an agent reading a script to a client comprising:

a communication network adapted to support a voice interaction between an agent and a client wherein said agent follows a script,

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an automatic speech recognition component adapted to analyze the voice interaction and determine whether the agent has adequately followed the script, and

means for causing one or more actions to be taken based upon a determination by the automatic speech recognition component as to whether the agent has adequately followed the script.

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19. The system of claim 18 wherein said communication network comprises a long distance telephone network.

20. The system of claim 18 wherein said communication network comprises an internet-based network.

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21. The system of claim 18 further comprising a call center including a plurality of agent workstations.

22. The system of claim 21 wherein each said agent workstation includes a
5 telephone and a computer terminal.

23. The system of claim 21 wherein said agent is a telemarketing agent.

24. The system of claim 21 wherein said agent is a customer service agent.

10 25. The system of claim 18 wherein said one or more actions comprises transmitting a signal to said agent corresponding to said determination.

26. The system of claim 18 wherein said one or more actions comprises
15 transmitting a signal to a reviewing authority corresponding to said determination.

27. The system of claim 18 wherein said one or more actions comprises causing an entry to be made in a script compliance incentive system.